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Program Description for Bachelor's Program Major and Minor in Mass Communication

Academic Senate
Illinois State University

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March 1, 1975

Institution: Illinois State University
College: Arts and Sciences
Department: Information Sciences
Program Title: Bachelor's Program Major and Minor
in Mass Communication (BA, BS)

New Program

New State Resources Required, Fiscal Year 1977: \$ 0

I. Description of the Program

A. Statement of Objectives and Definition of Program Outputs. The University currently offers a Speech Communication major and minor in which the student elects a sequence in either Speech Communication or in Mass Communication. The objective of this program request is to identify the existing Mass Communication sequences as a separate major and minor. The effect would be that a student could then have a major or minor in Speech Communication or in Mass Communication identified on the transcript. Since all courses are currently available, no additional resources are required. In addition, the program represents an integration of the fields of study of Journalism and Mass Communication under the program title "Mass Communication" in the Department of Information Sciences. Two years ago, with the creation of a Department of Information Sciences, faculty and existing course sequences in journalism and radio-television were merged and identified as Mass Communication. This merger represented an opportunity for integrating studies in printed and electronic media. The objectives of such an improved program are: (1) to develop an understanding of how the mass media operate, why they operate as they do, and their social and economic significance in our culture; (2) to educate students for careers in journalism and broadcasting in industrial, educational, or other service occupations where media expertise is needed; and (3) to educate students from other academic disciplines in utilizing the media to achieve socially desirable goals.

B. Overall Summary of Important Features of the Program. The effect of adoption of this proposal would be that the present Mass Communication sequences within the Speech Communication major and minor would become separate major and minor programs, which would be described in the Undergraduate Catalog as follows:

MAJOR IN MASS COMMUNICATION

--36 hours required.

--Required courses (21 hours):

INS 160, 260, 360, 361.

Either INS 162, 163, and 264 (Mass Communication) or

INS 165, 166, and 265 (Journalism).

--Electives (15 hours) for emphasis in Mass Communication or Journalism selected from INS 161, 162, 163, 165, 166, 167, 263, 264, 265, 266, 267, 268, 269, 270, 287, 364, 368, 380, 385, SP 298.

MAJOR IN MASS COMMUNICATION EDUCATION

--36 hours required.

--Required courses (21 hours): INS 160, 162, 163, 260, 360, 362, SP 281.

--Elective courses (15 hours) for emphasis in Mass Communication or Journalism selected from INS 161, 165, 166, 167, 263, 264, 265, 266, 267, 268, 269, 270, 287, 361, 364, 368, 380, 385, SP 298.

MINOR IN MASS COMMUNICATION

--18 hours required.

--Required course: INS 160.

--15 hours of electives (advisement is recommended) selected from among
INS 161, 162, 163, 165, 166, 167, 260, 263, 264, 265, 266, 267, 268, 269,
270, 287, 360, 361, 364, 368, 380, 385, SP 298.

MINOR IN MASS COMMUNICATION EDUCATION

--21 hours required.

--Required courses (15 hours): INS 160, 162, 163, 362, SP 281.

--Elective courses (6 hours) selected from among INS 161, 165, 166, 167, 260, 263
264, 265, 266, 267, 268, 269, 270, 287, 360, 361, 368, 385.

The introduction of the separate Mass Communication program requires no new courses. Courses offered by the Department of Information Sciences relevant to the Mass Communication program include:

Information Sciences (INS)

160, Introduction to Mass Communication, 3 semester hours

161, Announcing Practicum, 1

162, Radio Production, 3

163, Television Production, 3

165, Reporting I, 3

166, Reporting II, 3

167, Broadcast News, 3

260, Mass Communication: Cultural Criticism and Problems, 3

263, Advanced Television Production, 3

264, Broadcast Programming, 3

265, Copy Editing, 3

266, Photo Journalism, 3

267, Broadcast News II, 3

268, High School Newspaper and Community Relations, 3

269, The Annual and Periodical, 3

270, Documentary in Film and Broadcasting, 3

287, Independent Study, 1-6

360, Mass Communication: Theory and Effects, 3

361, Regulation of the Communication Industry, 3

362, Instructional Television, 3

364, Broadcast Management, 3

368, Motion Picture Production, 3

380, Directed Projects, 1-3

385, Editorial and Feature Writing, 3

Speech Communication (SP)

281, Principles of Speech Education, 3

298, Independent Research in Speech Communication, 3

C. Principal Faculty and Administrators for the Program. The Department of Information Sciences would have administrative responsibility for the program. The Department is chaired by Dr. Edward Streeter and currently has thirty-nine faculty members, of whom nine are in Mass Communication.

D. Detailed Description of the Means of Implementation for This Program. Since the program courses already exist and since the sequences in Mass Communication already exist, there are no implementation problems in identifying the existing Mass

Communication sequences as a separate major and minor. A minor in Journalism Education exists and will be continued. The major and minor in Speech Communication exist and will be continued.

II. Rationale for the Program

A. Clientele to be Served by This Program:

1. Clientele: Approximately 120 students are currently following the present Mass Communication sequence of the department, and a sizable but unknown number of students are minoring in Journalism. These two groups will comprise the basic clientele for the Mass Communication major and minor. It is a distinct advantage to students to have this specific field of study (Mass Communication) identified on their transcripts.

Increasing numbers of students who have taken basic radio-TV and journalism work in junior college are transferring to Illinois State to complete a bachelor's program. These students, in particular, need advanced Mass Communication courses with the opportunity to refine basic skills and to gain deeper insights into the operation and impact of the media industry.

A reason for maintaining the education major and minor components of Mass Communication and Journalism lies in the fact that students preparing to teach, particularly at the secondary level, are discovering a small but growing number of openings where persons with backgrounds in FM radio and closed circuit television are needed for high school activities of this nature. In addition, more schools are including units of study or complete courses for training critical consumers of media programs. The high school press, of course, continues to need teachers with journalism backgrounds.

Of particular interest are newer avenues for media professionals. The burgeoning cable television industry, the expansion of public radio and television stations, the development of complex media production centers by large companies such as State Farm and Caterpillar Tractor, the creation of video units in hospitals and mental health centers all point to future vocational opportunities for graduates from this program.

2. Specific Needs: A study completed in January 1974, revealed that a small sample of current seniors (13) recent graduates (13), and employers (6) agreed on the need for a media curriculum to include greater opportunities for students to get practical work experience to master production skills, and to improve their abilities to design meaningful communications. To that end the requested program introduces electronic production techniques at the sophomore rather than junior-senior levels, provides for advanced television and broadcast journalism work, and provides for a very flexible field experience program at "on" and "off" campus media agencies.

B. Factual Assessment of Client Demand for This Program. Of the 238 Speech Communication majors at the present time, approximately 120 are following one of the Mass Communication sequences. Data concerning previous years is not available because no records were kept concerning sequences. A subjective analysis of changes in majors and new enrollments suggests a rapidly expanding interest in Mass Communication.

C. Manpower Factors Contributing to the Need for This Program. A few examples of the need for media graduates are:

1. During the six years (1968-74) that students have been able to take work in the radio-television area (Mass Communication sequence), the employment rate of

our graduates in either broadcasting positions or related positions was close to 50 percent. Approximately 30 students out of 60 graduates are currently working in the media field. This compares favorably with statistics from a national study made in 1973 which indicated that students from 123 degree programs had a media industry employment rate of approximately 50 percent (1973 National Association of Educational Broadcasters Conference presentation).

2. An analysis of non-broadcast television productions made by Brush Associates, a New York Communications consulting firm, in February of 1974 indicates the increasing growth of another segment of the media industry. Governmental, business, and non-profit agencies produced 3500 hours of TV programming in 1973 by contrast with 3,276 hours of prime-time network broadcast productions. Over 300 companies originate and distribute TV programming on a regular basis. This figure is expected to double in two years. There are 76 private videotape networks in existence carrying company originated programming to multiple locations. This activity should represent a strong job market area for Mass Communication graduates.

3. The 3000 cable TV companies serving 5000 communities are being charged by the Federal Communications Commission with originating programming and permitting public access to their systems within the next few years. These facilities should also create new job opportunities for graduates.

D. Relation of This Program to the Institution's Scope and Mission and to the Recommendations of Master Plan Phase III. The creation of a separate major and minor in Mass Communication is included in the Illinois State University Academic Plan for 1975-1980 for implementation during 1976-77. Elements of this program directly related to the institutional Academic Plan include: (1) it further strengthens the undergraduate program; (2) it is designed to prepare students who are intelligently responsive to changing technological, economic, and social conditions; (3) it prepares students for careers in education, business, industry, and government; (4) it provides regional public service programs, and (5) it aids in the development of an enlightened citizenry. The program also meets the specific Master Plan Phase III charge to "prepare professional people for radio, television, and the press."

E. Relationship of This Program to Other Programs within the Institution. A program in Mass Communication can encourage mutual support with the field of Business Administration, particularly with regard to the relationship between media and advertising. Other disciplines with which Mass Communication students will be encouraged to develop ties are Sociology, Psychology, History, Political Science, Education, Theatre, and English.

F. How This Program Would Reduce or Eliminate the Need for Other Programs in the Institution. This program will not reduce or eliminate the need for other programs in the institution. It will probably draw a sizable number of its students from unclassified students and from community college transfer students.

G. Relation of This Program to Similar Programs in the State. There are eight other institutions in Illinois offering major work in the Mass Communication field at the undergraduate level. Illinois State would probably be third or fourth in size after Southern Illinois at Carbondale, Northwestern and Southern Illinois at Edwardsville Universities. In most of these institutions, print journalism work is not closely integrated with the radio-television segment, nor do major students have an easy access to courses in the instructional media field as do students in Illinois State University's combined Department of Information Sciences.

III. Evaluation of the Program

A. Outside Evaluation of the Proposed Program to Date. In drawing up this strengthened and integrated program of journalism and broadcasting courses, the Mass

Communication curriculum staff has had the benefit of consultation with personnel from the Mass Communication interest group of the Speech Communication Association in 1971, the Broadcast Education interest group of the National Association of Educational Broadcasters in 1973, and from Dr. Neale Copple, Chairman of the School of Journalism at the University of Nebraska and Chairman of the Accrediting Committee of the Association of Educational Journalism in 1974.

B. Criteria and Methods that will Be Used to Evaluate the Program Once It Has Been Implemented. The program's success will be determined by student enrollment and by the placement of students in media positions in the press, broadcasting, business, industry, schools, and government agencies. Since the program has already been offered as a sequence for many years and continues to draw students who find job opportunities there is little risk that it will fail. No financial risk is involved because no additional expenditures are required.

IV. Implementation of the Program

A. Resources Allocated to Development of This Program. The Mass Communication faculty members in the Department of Information Sciences have developed this program as a part of their regular instructional responsibilities. Some Instructional Development funds have been provided by the Office of Undergraduate Instruction to provide consultants in program development, but the basic work has been completed by the regular staff as a part of their regular assignments.

B. Projected Size of the Program

		Table B						
		Projections for First Six Years of Program*						
	Past	Current	Budget	2nd	3rd	4th	5th	6th
	Year	Year	Year	Year	Year	Year	Year	Year
	74-75	75-76	76-77	77-78	78-79	79-80	80-81	81-82
Estimated Size of Program	2225	2264	2269	2276	2278	2269	2263	2242
Number of Majors	120	153	161	166	167	167	167	166
Number of Degrees Granted	25	30	32	33	33	33	33	33

*These projections are based on Mass Communication students constituting approximately one-half of the combined Speech Communication-Mass Communication program which currently exists.

C. Projections of Costs of Program. Since the program already exists as a sequence in Speech Communication, there will be no additional personnel or other resources needed to implement the program.